

## Basic Structure of an Email

Structural Component	Purpose	Examples
<b>Subject Line</b>	Provides core content of the email	“Requesting information about X,” “Interested in learning about X”
<b>Greeting</b>	Creates more or less formal tone Follows convention	“Dear Professor X,” “Dear Ms. Surname,” “Dear Recruiter,” “Dear Jaime,” “Hello Dr. Surname,” “Hi Mr. Surname,” “Hi Jaime,” “Hey Jaime” <b>(formal to informal)</b>
<b>Pleasantries</b>	A politeness strategy that establishes human connection with recipient	“I hope you’re well” “Thanks for getting back to me” “I hope you had a good weekend”
<b>Identification of self</b>	Depends on how well you know the recipient. Possible purposes include: <ul style="list-style-type: none"> <li>Introducing self for first time</li> <li>Reminding recipient how you met or got his/her contact information</li> <li>Informing instructor which class you’re in</li> </ul>	“My name is Jaime Smith. Professor Smart gave me your email address” “This is Jaime Smith from section B of your Corporate Finance class” “My name is Jaime Smith. We met last week at the Technical Opportunities Conference at Carnegie Mellon University”
<b>Reason for email</b>	Lets recipient know early on what to do with the email. Keep in mind: <ul style="list-style-type: none"> <li>Your purpose may need to be softened depending on the recipient’s status and on what you’re asking him/her to do for you.</li> <li>You may want to describe the situation in a sentence or two before stating your purpose</li> </ul>	“I was hoping I could meet with you to discuss...” “I know you’re busy, but would you be able to review my X when you have time?” “I’m interested in learning more about X” “I have an update on X” “Would it be possible for us to meet and discuss the possibility of you writing a strong letter of recommendation for my X application?”
<b>Describe situation</b>	Provides context by describing the situation and purpose of the email in more detail.	<i>Will vary in length and detail depending on the nature of the situation and purpose of the email.</i>
<b>Action plan</b>	Tells recipient what he/she can expect from you next, including available meeting times, information/documents you can provide, etc. Also provide an opportunity to give the recipient an “out”	“I would be more than happy to meet at your convenience” “If you’re free, I’m available to meet on X day at X time” “If you’re willing to look over my proposal, could you possibly do it within the next two weeks?” “If you have some free time, would you be able to give me a call?”
<b>Closing line</b>	Expresses gratitude/contrition Emphasizes action items.	“Thank you for taking the time to consider my request” “I really appreciate the help you’ve given me” “Thank you once more for your help in this matter” “Once again, I’m really sorry that...” “I’m looking forward to your reply” “If you require any further information, please feel free to contact me”
<b>Sign-off</b>	Creates a more or less formal tone Follows convention	“Sincerely,” “Best Wishes,” “Warm Regards,” “Many Thanks,” “Best,” “Regards”